



Colour transparencies, most of them the work of amateur photographers, are being packed after processing and mounting in the picture on the left taken at Ilford's new plant at Basildon. Chemical solutions used in colour processing are extremely sensitive to temperature. The metering system shown on the right is used by Ilford to control temperatures to within one-quarter of a degree Centigrade.

ILFORD-I.C.I. ATTACK THE COLOUR FILM MARKET

KODAK'S CITADEL CHALLENGED

From Our Industrial Staff

This is the time of the year when most people who own a camera and therefore can lay claim to the title "amateur photographer" are thinking about taking some pictures in the sunshine they confidently expect. They can rest assured that they will be better served by the photographic industry this summer season than ever before. The range of cameras and equipment available has never been so comprehensive: it has been much strengthened in time for the season's amateur business by the relaxation of restrictions on Japanese camera industry products as a result of the revised Anglo-Japanese Trade Agreement. Film manufacturers selling in Britain have again been improving and adding to their ranges of products during the winter with particular emphasis on colour films. It is in the colour films business (the growth end of the market) that a battle has been joined—the outcome of which it is impossible to forecast but which could easily change the established pattern of the business in Britain. Ilford are challenging the mighty Kodak.

I.C.I. INTEREST

It seems almost unfair to mention the name in connexion with yet another fight; but I.C.I. have precipitated the present situation, and their interest in Ilford make them one of the major contestants. As the colour film market has doubled and re-doubled because of the growing allegiance of amateurs to this form of photography it has brought joy to Kodak, the wholly owned British subsidiary of the Eastman Kodak empire of America. The reward of good film and good marketing has been that for the past several years Kodak have had virtually all the amateur "home movie" business in Britain with their 8mm Kodachrome, and have dominated the "still pictures" market with their Kodachrome, Kodacolor, and Ektachrome of the British colour films market, variously estimated (Kodak will not say) at between 70 per cent and 80 per cent.

Ilford are the other well-known name in films sold in Britain. They are long-established with several British factories and bases abroad besides the original works in the Essex town from which they take their name. They have a formidable worldwide reputation for black-and-white films (their HP3 and Selochrome Pan together outsell all rivals), and their marketing network is extensive and soundly based. But Ilford have never been able to give Kodak a run for their money in the colour film business. Until now Ilford have suffered the ignominy of sharing the odd 20 per cent of the colour market not won by Kodak with a bevy of the big foreign photography houses such as Gevaert, Agfa, Ansco, Ferrania—none of whom has yet taken the British market seriously to the point of installing colour film manufacturing plant although some have processing stations in Britain.

I.C.I. began casting covetous eyes years ago towards the lusty young colour film market with its obvious growth prospects. Their dyestuffs division worked on a colour film from 1948 on and some was actually sold to professional photographers. But I.C.I. appreciated sufficiently the importance of marketing skills in the photography business to look for a ready-made outlet. They entered into a liaison with Ilford in 1958 under which I.C.I. have now acquired 30 per cent of the Ilford equity. This marriage of photographic and chemical knowledge was accepted by Ilford as a means to extricate them from their unhappy position in the colour films business. Meanwhile the rest of the industry has waited with anticipation and not a little anxiety for the past three years for the fruits of the marriage to appear. When nothing radically new had appeared by last season there was speculation whether the marriage would, in fact, endure. But the technical work on a new colour negative film (to produce colour prints) was continuing. The new Ilfocolor film is being launched today with an impressive advertising campaign which will gather momentum to catch the Easter amateur business. The timing is important because amateurs show an inclination to refill their cameras with the film they last used.

Ilford are undercutting Kodak on prices throughout the whole range of colour films for transparencies and colour prints. Ilford colour prints from 35mm. colour negatives are being offered absurdly cheaply by the standards of the trade—is a print for orders of five or more, while the Kodak price for prints from similar negatives is 2s. a print. Also, Ilford are trying out a new form of colour film marketing with the Ilfocolor. They are staking their bid for a bigger share of the colour market on the belief that the amateur wants a "package" deal when he buys colour film. In the price of a 20-exposure cassette of Ilfocolor is being included the return of the processed negatives individually mounted on cardboard, all postage costs, and a strip of colour prints made by a contact process with the negatives. No one has offered "contact" colour prints before and there is a strong feeling in the industry that Ilford have taken the wrong line; that the doubtful quality of "contact" prints in colour will deter people from ordering larger prints. Ilford, on the other hand, believe there is a logical development, in that they are giving the amateur who orders colour prints some idea of what he is purchasing.

THE BOMBSHELL

In another quarter the Ilford-I.C.I. venture has exploded, as one man who is directly affected put it, "like a bombshell". Wholesale film processing houses throughout the country are furious with Ilford. Within the past few years some 80 houses dealing with colour have been established or created out of existing photo-finishing houses. They have been encouraged by Kodak, who are content that their colour negative films should be processed by local businesses as long as the customer has a rapid service. Many have been helped by Kodak with technical assistance and machinery. Now that Ilford have decided to process their colour negative films themselves the photo-finishers see a potentially sizable portion of the business being lost to them.

'SHIPPING INDUSTRY SHAKEN'

"MOMENT OF TRUTH" HAS ARRIVED

The "moment of truth" has apparently now arrived for Britain's shipping industry as a whole, according to Harley, Mullion's latest ship sale and purchase quarterly report. In particular the "devastating 90 per cent fall" in the profits of the P. & O. group is said to have shaken the whole industry, as an indication that, even a world-famous name in shipping with widely diversified interests finds itself in a situation where only its tanker fleet based on long-term remunerative charters is showing a profit.

The major passenger liner companies are, the report suggests, going through a period of "agonizing reappraisal", and last year's decision by Cunard to defer the "O.3" project is described as sounding "the death knell for the large luxury transatlantic liner". The recent profit statements of the liner companies have added to the general depression, the report records, with the "weakening trend commented on in our last report" continuing unchecked in the first three months of 1962.

Owners who have ordered tankers without charter collateral are described as being the worst hit of all. These owners, the report suggests, "now find themselves faced with unfixable vessels, heavy depreciation and large sums in interest for deferred terms, with no immediate hope of adequate return". Though some of the oil companies have come into the market for long-term charters, these have been for "handy size" vessels only and any order has been many times oversubscribed almost immediately.

VISCOUNT OF 25 TO HEAD GUINNESS

The Earl of Iveagh has retired as chairman of Arthur Guinness Son & Co. and will be succeeded by his 25-year-old grandson, Lord Elveden. This appointment makes the fifth descendant of Arthur Guinness to become head of the firm since it was founded in 1759.

ANNOUN

The following announcement is made in General of the Government by Law No. 3 of 1962.

1. The areas situated within the boundary below are declared as "OPEN" for a 1962 for the submission of proposals therein.

2. Boundaries of District I. District I shall constitute that part of including the territorial waters appurtenant to the land of the Government, which lies to the east of the Longitude of 50° 58' and north of the Latitude of 25° 28' 10", the area of approximately 1,426 square miles.

3. Boundaries of District II. District II shall constitute that part of including the territorial waters appurtenant to the land of the Government, which lies between the straight co-ordinates: starting at

Point A	at approx. Longitude of 50° 5
" B	" " " 50° 5
" C	" " " 50° 5
" D	" " " 50° 5
" E	" " " 51° 1
" F	" " " 51° 1
" G	" " " 51° 1

Iford-I.C.I Attack The Colour Film Market.

From Our Industrial Staff.

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